

**Washburn County Tourism Association**  
**Minutes of Monthly Meeting -- Tuesday, August 14, 2018, 8:30 a.m.**  
Washburn County Information Center

1. Meeting was called to order at 8:34 a.m. by Dana Morlock. Welcome & Introductions were done.
2. Roll Call:

	Kathy Martin	Dana Morlock	Rene Magnuson	Joe McGrath	Sue Churchill	Tara Burns	Victor Sacco	Nikki Janisin	David Masterjohn
Present		x	x	x	x		x		x
Absent	x					x		x	

**Others present:** Michelle Martin, Kaitlin Hanson, Sherry Sutton-Zanardo

3. Masterjohn made a motion to approve the current agenda, seconded by Sacco. Motion carried.
4. Minutes of the July meeting were circulated. Churchill moved to approve, seconded by Sacco. Motion carried.
5. The Financial reports were circulated for review. McGrath moved to accept the August financial report and line item transfers as presented, seconded by Masterjohn. Motion carried.
6. Citizen Comment: None
7. **Mid-Term Board Appointments:** Sherry Sutton-Zanardo introduced herself; she owns Chickadee Hills Homestead and resides in Crystal Township which falls under the Stone Lake area. Liza Temple was unable to attend, but her application was passed around; she is with The Potters Shed in the City of Shell Lake which falls under the Shell Lake area. Michelle commented that those are the two open areas we have to fill; if both were appointed we would have a full board for the first time in at least nine years. McGrath made a motion to appoint Sutton-Zanardo and Temple to the board, filling a partial term, seconded by Sacco. Motion carried.
8. **Proposed Bylaw Revision:** Michelle presented a proposed bylaw revision of changing the board terms from three (3) years to four (4) years. As per policy, the bylaw revision will need to be voted on at the next board meeting.
9. **2019 Highway Map Bids:** Michelle presented the four quotes for the highway map project. Discussion was had on Advance Printing's price vs. White Birch being in county. McGrath made a motion to award the bid to White Birch printing pending they are able to meet or at least close the gap some between their quote and Advance Printing's, second by Churchill. Motion carried.
10. **Proposed Events-January 2018/Farm Festival:** Kaitlin reviewed the January 2019 event proposal and introduced a second possibility for an event. The second possibility is for a farm festival highlighting our local growers with a tentative location of Chickadee Hills Homestead. The event would be in the fall of 2019 and a Joint Effort Marketing grant would be applied for with the Wisconsin Department of Tourism. The board gave positive feedback and recommended moving forward. The initial committee from WCTA will be Kaitlin, Sutton-Zanardo, and Morlock.
11. **Heartwood Update:** Morlock gave an update on the status of Heartwood. There was an interested buyer looking at turning the property into a drug rehab facility, but the sale did not go through. Heartwood will continue to operate in the same capacity that it has been.
12. **Marketing Report**
  - a. Regional Marketing:
    - i. ITBEC: Met on Wednesday, July 18th - working on website updates
    - ii. Namekagon: Fall marketing has just gotten started; will gear up after Labor Day
  - b. Group Tours
    - i. Janet from Associated Bank contacted again looking for options for fine dining and changing the Museum of Woodcarving Tour as the museum is not currently in operation. They will be staying at Best Western; dates changed to August 13-16, 2019
  - c. Other Marketing
    - i. We are in the process of setting up a photo/video shoot focusing on attractions with James Netz for yet this month
    - ii. Fall campaign has kicked off; main marketing will occur in late August and early September; target markets will be primarily the Twin Cities & Eau Claire areas.
13. **Director's Report**
  - a. Railroad Park Update: Michelle and Sue have resigned from the park board. Kaitlin has taken over for Michelle representing tourism. Kaitlin reported that the group is in the process of getting the marketing/fundraising materials together which includes the new branding/logo, scope of the project, history, and artist rendering.
  - b. Forestry/Trails Report: Shell Lake's ATV Campground is in progress and they are aiming for a Spring 2019 opening; the Totogatic Park Campground expansion is still moving forward. Michelle and Mike from Washburn County Forestry have been in communication on the project.

- c. Office Update:
    - i. We received a \$1,000 Travel Information Center staffing grant from the Wisconsin Department of Tourism
    - ii. Michelle emailed Tom & Lolita to do a presentation for the county board; we are scheduled for October 16<sup>th</sup>.
    - iii. Michelle has applied to serve on the Wisconsin Governor's Council on Tourism
    - iv. We received notification from the City of Shell Lake that the Museum of Woodcarving is closed until further notice.
    - v. Michelle and Kaitlin will be presenting to the Birchwood Bobcats club on August 15<sup>th</sup>
    - vi. Michelle advised the board that her current laptop will be in need of an upgrade this fall
    - vii. The Washburn County photo contest deadline is coming up on August 31<sup>st</sup>.
    - viii. The air conditioner at the visitor center is failing; most of the replacement will be paid for via the maintenance account, but there may be a small amount that each entity will need to cover.
    - ix. Debbie Moore has joined the WCTA team. She will be working three ½ shifts during the week and every other weekend.
  - d. New Owner Meet & Greets: Cottage Treasures Quilt Shop, Jack Link's Aquatic & Activity Center; The 715, Rolling Thunder, Pioneer on Long Lake, Rockford House Saloon, Paradise Waters, Chickadee Hills Homestead, Spooner Civic Center, Log Cabin. Kaitlin will be heading to Flatwaters (previously Broken Spoke) yet this week.
  - e. WI Dept. of Tourism Update: Thank you to the Wisconsin Department of Tourism for the Travel Information Center grant.
  - f. Website & Visitor Statistics were circulated for July.
14. Receipts/Reimbursements: None
15. Correspondence: None
16. Citizen Comment: Joe McGrath - update on Minong Flowage potential drawdown to help with milfoil; there will be a public meeting on Saturday, August 18<sup>th</sup> at the Jack Link's Aquatic & Activity Center to discuss the project, Joe McGrath - Flapjacks has been officially purchased by Holly who has been leasing the business for the past couple of years, Michelle Martin - Reminder that there is a meeting regarding the Highway 63/Trego interchange this Thursday at 5 p.m. at the Ag Research Station.
17. Possible Future Agenda Items: Bylaw Revision, Events Update
18. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 9:53 a.m.

**Next Board Meeting Date:  
Tuesday, September 11, 2018, 8:30 a.m.  
Washburn County Information Center Meeting Room**